

**Celebrating the 25<sup>th</sup> Anniversary of the Americans with Disabilities Act in  
Pasadena, California  
Pasadena Accessibility and Disability Commission  
January, 2014**

In 2015, the Americans with Disabilities Act (ADA)—legislation that defines the civil rights of disabled Americans—will be twenty-five years old. During 2015, the Pasadena Accessibility and Disability Commission will promote a year-long celebration of this anniversary.

In celebrating this milestone, the Commission (in cooperation with the Department of Human Services and Recreation) will utilize the emblem it adopted in 2013—an update of the emblem used during Pasadena's 20<sup>th</sup> ADA anniversary. The emblem currently is featured prominently on the national ADA25 Legacy Project web site.

Goals of the proposed Pasadena ADA25 will mirror those of the national ADA Legacy Project (in which Robert Gorski serves as a participant): (a) preserving and promoting the history of the disability rights movement; (b) celebrating the impact of the Americans with Disabilities Act (ADA), as well as other related disability rights legislation and accomplishments; and (c) educating the public to create opportunities for inclusion, access, and equal rights for the future.

Pasadena's ADA twenty-fifth anniversary goals will be:

1. ***Create a brief written history of Pasadena's achievements during the past 25 years in complying with ADA regulations.*** This history will be made available on the City's website. It will complement the "Brief History of the Accessibility and Disability Commission" which is currently linked to the Department of Human Services and Recreation page.
2. ***Encourage Pasadena's disability-related nonprofits, religious organizations and associations, educational organizations, City of Pasadena departments and agencies, and social/professional clubs to offer events that celebrate the twenty-fifth anniversary of the Americans with Disabilities Act.***

Starting in 2014, the Pasadena Accessibility and Disability Commission will encourage local public and private organizations to develop plans for ADA celebratory events that will occur in 2015. To facilitate this planning, the Accessibility and Disability Commission will initiate an ADA25 Network of individuals and representatives from local government, religious and service organizations, and businesses that are interested in developing ideas for events, planning and offering events, working together in partnerships, and providing mutual support and resources.

ADA25 events will vary greatly in scope and nature. They can be small, medium or large in size; formal or informal, educational, fun, or educational and fun. They can be complex and require months of planning and coordination, or as simple as adding the ADA25 anniversary emblem to a brochure.

Examples of events for members of the ADA25 Network to consider include: (a) wheelchair basketball games and other sports activities performed by athletes with disabilities; (b) exhibits of art created by individuals with disabilities; (c) participation in the Pasadena Marathon by a contingent of people with disabilities; (d) fireworks display

on July 26; lapel pins with the ADA25 logo.

**3. *Educate Pasadena public officials and residents about the significance of ADA, Pasadena's accomplishments in complying with ADA, and, also, about challenges that remain.***

- a. Arrange a presentation to the Pasadena City Council by the Accessibility and Disability Commission during the public comment period at one of the Council's 2015 meetings.
- b. Prepare press releases for use by the region's print, broadcast, and online media.
- c. Encourage Pasadena's public access television to develop at least one educational program that conveys the significance of the ADA, that describes efforts of the City to comply with ADA regulations, and that focuses on disabled individuals whose lives have been improved by Pasadena's ADA-related activities.
- d. Encourage the Mayor to issue a proclamation, declaring that 2015 is the twenty-fifth anniversary of ADA and that the city will promote a rich sequence of celebratory events.
- e. Design and produce ADA-related signs that will be visible during the Rose Parade. Encourage media representatives to focus on viewing areas that have been provided for the disabled.
- f. Produce a two-page publication that briefly describes the importance of ADA, Pasadena's ADA-related achievements, and future challenges. This publication will be widely distributed at ADA25 events.
- g. Request that Pasadena City Libraries offer ADA-related displays and, also, offer training in the use of reading aids for the disabled.
- h. Identify individuals who can be made available for programs offered by local service groups (e.g., Rotary, Kiwanis, Elks). Assure the accuracy of information in their presentations that is related to the significance of ADA and Pasadena's achievements in complying with ADA.
- i. Provide information tables at public events, such as the Black History Parade and the Pasadena Literature Festival.

# IDEAS FOR ADA25 ACTIVITIES

## Year 2014

Establish Pasadena ADA25 Network---**ACCOMPLISHED**

ADA25 emblem and variation available for general use - **ACCOMPLISHED**

Gather testimonials for use with various activities –

Design 8-page ADA25 brochure– **ACCOMPLISHED**

Print 1,000 copies of ADA25 brochure ----

Produce 1,000 ADA25 lapel buttons ----

Pre-kick-off presentation at Council on July 21, 2014

ADA25 page on City web site–

Encourage nearby communities to use ADA25 emblem

Encourage cities to display ADA25 emblem on web sites

KPAS-TV programming about the ADA and disability rights.

Identify topics and interviewees for newspaper articles

Provide Star News, Pasadena Sun, Pasadena Journal, and Pasadena Weekly with ideas and interview subjects for variety of possible articles

Highlight ADA25 at October 2014 Mayor's Committee Awards Breakfast

Discuss ADA25 theme for 2015 Adaptive recreation artists' booklet

## Year 2015

Kick-off presentation to Council and request for ADA25 Week in Pasadena

ADA Information at the kiosk at city hall

Avanti Grand Reopening

Request Levitt Foundation have ADA25 information at concerts in Memorial Park

Fireworks

Request organizers have ADA25 information at LiteraryFest

## **Year 2015 continued**

MACH1 ridership event

Event where Mario Ferrante sings (author, music teacher, has operatic voice)

Event at Reese's Retreat

Event at City Hall courtyard with RED, WHITE AND BLUE LIGHTS in the fountain.

Encourage County and California Parks and Recreation Society to promote the commemoration.

Pasadena Chorus performance dedicated to ADA25

Encourage Dodgers and Angels baseball stadium managers to recognize ADA25 at all Sunday, July 26, 2015 baseball games. Each stadium can proclaim its accessible features.

October 2015 Mayor's Committee Awards Breakfast

Create a photo display of people with disabilities

List of ADA achievements in Pasadena public accommodations, schools, and churches

Arrange for disabled people produce a movable "graffiti wall" about the ADA

Event at the Central Library Wright Auditorium and film it for broadcast on KPAS

Encourage and assist PUSD to develop lesson plan on the ADA

Encourage and assist PCC to develop lesson plans on the ADA

Encourage the Ice House to schedule one or more comedienne with disabilities

Create a public remarks template for people to give 10-15 minute talks about the ADA

Contact local veterans groups and invite participation

Contact Chamber of Commerce and invite participation